

Become a Sponsor

The Ashland Independent Film Festival is a nationally recognized, five-day celebration of independent film presenting 100+ documentaries, shorts, and features plus daily filmmaker Q&A sessions and panel discussions. Raise your business profile by partnering with AIFF to support the power and passion of independent film. We offer a menu of promotional opportunities from on-screen to online, in print and much more.

Signature Sponsorships

Our sponsor community enriches the festival experience and helps sustain our programs year-round. The following signature naming opportunities are available.

FESTIVAL AWARDS

ARTISTIC/LIFETIME ACHIEVEMENT AWARD
ROGUE AWARD
JURIED AWARDS
AUDIENCE AWARDS
JAMES BLUE AWARD

FESTIVAL EVENTS

AWARDS CELEBRATION
FILMMAKER/INDUSTRY HOSPITALITY SUITE
FILMMAKER/INDUSTRY RECEPTIONS
VOLUNTEER APPRECIATION PARTY
OPENING NIGHT BASH
AFTERLOUNGES

FESTIVAL PROGRAMMING

THE LAUNCH STUDENT FILMMAKER COMPETITION
INDIVIDUAL FESTIVAL SCREENINGS
YEAR-ROUND SPECIAL FILM SCREENINGS
FAMILY PROGRAMMING
LOCAL PROGRAMMING
VARSITY WORLD FILM WEEK

In addition to the event-specific exposure, all Signature Sponsors receive media exposure and festival benefits. We look forward to working with you to create a sponsorship package that best meets your unique business needs, objectives, and values. To discuss sponsorship, advertising or any of our other high-profile opportunities, please call **541.488.3823** or email sponsor@ashlandfilm.org

AIFF SPONSORSHIP LEVELS & BENEFITS

\$15,000 PREMIER SPONSOR

MEDIA BENEFITS

- Advertisement and/or coupon on back of all AIFF tickets (over 19,000)
- On-air acknowledgment on Jefferson Public Radio
- TV ad acknowledgment on AshlandTV
- Full-screen advertisement in festival pre-film slide show
- Full-page color ad in festival catalogue
- Sponsor name listed in the festival pocket guide plus a Business Spotlight in an e-newsletter
- Sponsor logo in AIFF publicity posters distributed across Southern Oregon and Northern CA, year-round AIFF ads
- Sponsor logo in pre-film slide show, post-festival thank you ads, Varsity Theatre and Ashland Street Cinema lobby posters, festival catalogue, AIFF website, and an AIFF e-newsletter

FESTIVAL BENEFITS

- Four DIRECTOR passes to all films and festival parties
- Special invitation to receptions with filmmaker guests
- Signed and framed AIFF souvenir poster

\$10,000 PRESENTING SPONSOR

MEDIA BENEFITS

- On-air acknowledgment on Jefferson Public Radio
- TV ad acknowledgment on AshlandTV
- Full-screen advertisement in festival pre-film slide show
- Full-page color ad in festival catalogue
- Sponsor name listed in the festival pocket guide plus a Business Spotlight in an e-newsletter
- Sponsor logo in AIFF publicity posters distributed across Southern Oregon and Northern CA, year-round AIFF ads
- Sponsor logo in pre-film slide show, post-festival thank you ads, Varsity Theatre and Ashland Street Cinema lobby posters, festival catalogue, AIFF website, and an AIFF e-newsletter

FESTIVAL BENEFITS

- Four DIRECTOR passes to all films and festival parties
- Special invitation to receptions with filmmaker guests
- Signed and framed AIFF souvenir poster

\$5,000 SUSTAINING SPONSOR

MEDIA BENEFITS

- Full-screen advertisement in pre-film slide show
- 1/2 page color ad in festival catalogue
- Sponsor name listed on AIFF publicity posters distributed across Southern Oregon and Northern CA and year-round AIFF ads, plus a Business Spotlight in an e-newsletter
- Sponsor logo in pre-film slide show, post-festival thank you ads, Varsity Theatre and Ashland Street Cinema lobby posters, festival catalogue, AIFF website, and an AIFF e-newsletter

FESTIVAL BENEFITS

- Three DIRECTOR passes to all films and festival parties
- Special invitation to receptions with filmmaker guests
- Signed AIFF souvenir poster

\$2,500 SUPPORTING SPONSOR

MEDIA BENEFITS

- 1/4 page color ad in festival catalogue
- Sponsor logo in pre-film slide show, festival catalogue, and AIFF website
- Sponsor name listed in post-festival thank you ads, Varsity Theatre and Ashland Street Cinema lobby posters, and an AIFF e-newsletter

FESTIVAL BENEFITS

- Two DIRECTOR passes to all films and festival parties

\$1,000 CONTRIBUTING SPONSOR

MEDIA BENEFITS

- 1/8 page color ad in festival catalogue
- Sponsor logo in pre-film slide show, festival catalogue, and AIFF website
- Sponsor name listed in post-festival thank you ads, Varsity Theatre and Ashland Street Cinema lobby posters, and an AIFF e-newsletter

FESTIVAL BENEFITS

- Two Sponsor Line Passes and 14 online Film Ticket Vouchers

\$500 COMMUNITY SPONSOR

MEDIA BENEFITS

- Sponsor name listed in pre-film slide show, post-festival thank you ads, festival catalogue, AIFF website, Varsity Theatre and Ashland Street Cinema lobby poster and AIFF e-newsletter

FESTIVAL BENEFITS

- Two Sponsor Line Passes and 6 online Film Ticket Vouchers



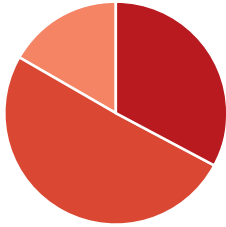
photo: Tim Hallam

“The AIFF is a proven winner. Our sponsorship shows off our business to a growing number of visitors, signals our commitment to supporting our local economy and our marketing dollars pay off all year long.”

—ANNIE HOY, ASHLAND FOOD CO-OP

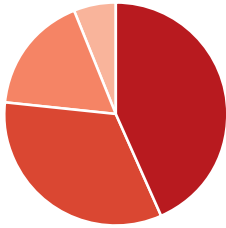
AIFF Audience Demographics

- 88% of survey respondents dine at restaurants during the five-day festival
- 44% shop at local retail stores
- 8 out of 10 are more inclined to patronize a sponsor because of their support of the AIFF
- 67% are women
- 38% have an annual income of \$75,000 or more



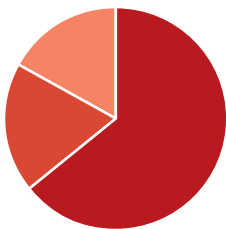
AGE

65+	32%
40–64	49%
18–39	16%



EDUCATION

Advanced Degree	43%
College Graduate	33%
Some College	17%
High School (or less)	6%



GEOGRAPHICS

Ashland	65%
Within 50 miles	19%
Beyond 50 miles	17%

SOURCE: 2018 AUDIENCE SURVEY

Support independent film and reach a highly educated and well-traveled audience.

Festival Catalogue Advertising

CIRCULATION: 2000

AD SIZES

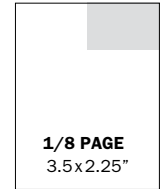
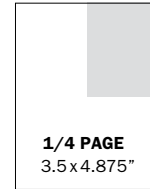
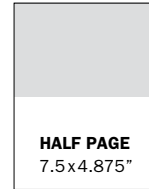
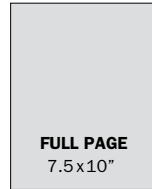
On Screen Ad
Color Full Page & On Screen Ad Bundle
Color Full Page
Color 1/2 Page
Color 1/4 Page
Color 1/8 Page

DIMENSIONS

Full Screen (see below)
7.5”w x 10”h plus
Full Screen (see below)
7.5”w x 10”h
7.5”w x 4.875”h
3.5”w x 4.875”h
3.5”w x 2.25”h

RATES

\$500
\$1170
\$800
\$650
\$390
\$260



On-Screen Advertising

IMPRESSIONS: 20,000+ TICKET HOLDERS. Ads run as a part of the pre-film slideshow during the festival. Ad size: 6.4”w x 3.6”h, minimum 300 DPI (1920px x 1080px at 72 DPI). We recommend a font size of 18 pt. or larger for readability and to *keep type within “title safe” margins.*

Advertising Specifications

Payment and digital files are due by December 14th, 2018

CUSTOMIZED ADS

Please consider customizing your ad with reference to the Ashland Independent Film Festival. We will provide our festival logo and font upon request.

AD DESIGN AND PRODUCTION

Advertisers are responsible for the design and production of ads and agree to supply print-ready artwork via email. If you need help with designing/producing your ad (at an hourly rate of \$75), please contact:

For on-screen ads: Bruce Bayard, Studio A.B at b@babayard.com or 541.482.2253

For print ads: Kathy Carter, CarterWorks at carter@carterworks.com or 541.646.0995

MATERIAL SUBMISSION REQUIREMENTS

Ads: Acceptable digital artwork formats are: PDF and Adobe Illustrator EPS (with all fonts converted to outlines and all images converted to CMYK). Other file formats such as JPEG, BMP, TIFF are acceptable, but must be high print quality (300 dpi at actual size).

Logos: Acceptable digital artwork formats are: PDF and Adobe Illustrator EPS (with all fonts converted to outlines). Other file formats such as JPG, PNG or TIFF are acceptable, but must be high print quality and must be at least 1000px on the longest side.

